

US EPA Barrio Logan Environmental Justice Pollution Prevention & Compliance Assistance Task Force

Motto: Negocio Verde Es Negocio De Todos - Green Business Is Everyone's Business.

2004 Task Force Summary Report – 1/31/05

Prepared by: Kacey Christie, NASSCO, Task Force Chair - (619) 544-7963 / kchrist1@nassco.com

Task Force Members (Left to Right):

- Kevin Heiss, Air Pollution Control District (APCD).
- Ellen Schulte, County of San Diego, Dept of Environmental Health (DEH), Hazardous Materials Division (HMD).
- Alicia Ortiz, Southwest Marine, Inc. (SWM).
- James Justus, Inner City Business Association (ICBA).
- Angela Baranco, US EPA - Region 9 Small Business Liaison.
- Kacey Christie, National Steel & Shipbuilding Company (NASSCO).



Background:

In November 2000, the Barrio Logan community of San Diego was selected as 1 of just 15 communities in the United States for a Federal Interagency Environmental Justice (EJ) Demonstration Project with the Environmental Health Coalition (EHC) and US EPA as the co-leaders. This project has the three following goals:

1. Reduce exposure of residents to air pollution.
2. Reduce incompatible land use and zoning in Barrio Logan and Logan Heights.
3. Improve children's health by improving the ambient environment as well as reducing the exposure of children to health risks within the home, schools, and community.

In November 2001, the US EPA Barrio Logan Environmental Justice Pollution Prevention (P2) & Compliance Assistance Task Force was created as an offshoot of the main group in order to focus actions on bringing local businesses first into compliance and then taking them beyond compliance through pollution prevention education and technical assistance. The task force meets on the 2nd & 4th Wednesday at the US EPA Border Liaison Offices - 610 West Ash, Suite 905, San Diego from 10-11:30 a.m.

**NEGOCIO VERDE
TASK FORCE**



Negocio Verde Grant Project:

The task force submitted a US EPA Environmental Education Grant Application with the Inner City Business Association as the lead organization on January 5, 2004. We were selected for this grant of \$24,015.00 which will fund 4 additional Automotive P2 & Compliance Assistance Workshops from July 2004 through July 2005. This grant extends our small business outreach beyond Barrio Logan into other EJ communities such as National City, and other sections of Central and Southern San Diego County.

A key element of this project is our partnership with the San Diego Area Green Business Program (www.sdgreenbiz.org) in which Environmental and Automotive Technology students from Southwestern & Cuyamaca Community Colleges coordinate a green business outreach to automotive businesses. Joining the task force on this project are Vivian Bogue of Cuyamaca College and Marie Vicario-Fisher of Southwestern College.

Our motto - "**Negocio Verde es Negocio De Todos = Green Business is Everyone's Business.**"

San Diego Area Green Business Program Kick-off:

The San Diego Area Green Business Program was launched during a media event on March 11, 2004 at Mira Mesa Automotive. Ellen coordinated this event and Kevin was also present. Our task force was recognized as one of the key stakeholders by Supervisor Pam Slater-Price at the kick-off.

The first two business sectors are automotive & restaurants. Kacey represents our task force on this steering committee and we've provided translation of program materials into Spanish.



County Supervisor Pam Slater-Price with a hydrophobic mop.

Earth Day Creek To Bay Cleanup, Barrio Logan:

NASSCO sponsored & coordinated a cleanup site for I-Love-A-Clean-San-Diego's 2nd Annual Earth Day Beach to Bay (C2B) Cleanup on Saturday, April 3, 2004. The NASSCO cleanup site was in Barrio Logan where Chollas Creek crosses Harbor Drive. Kacey was the site captain for this event and other task force members and their families also participated.



BEFORE



AFTER

A total of 30 volunteers removed **1,600 lbs** of trash & debris from the creek bed that included 50+ aerosol cans, a hot water heater, 15 syringes, & 75 lbs. of recyclable beverage bottles & cans. NASSCO sponsors and conducts 3 cleanups of Chollas Creek each year. Our first *Negocio Verde* grant proposal involved educating small businesses & community members about storm water pollution in Chollas Creek. Unfortunately we were not awarded this grant, but we will continue to pursue sources of funding and/or partnerships for this effort.

Earth Day, Earth Fair – Balboa Park:

2004 marked the 15th anniversary of this environmental fair. It was held in Balboa Park on April 25, 2004 and attracted approximately 60,000 visitors. It is the largest free environmental fair in the world consisting of more than 200 exhibits representing all types of environmental causes, government programs, commercial enterprises, conservation organizations, alternative vehicles, recycled art, Eco-tourism, etc.

The San Diego Area Green Business Program flyers which were translated in Spanish and printed through our grant funds were distributed at the SD County, Dept. of Environmental Health Booth during the fair.

2nd Automotive P2 & Compliance Assistance Workshop, Barrio Logan:

This workshop was held Thursday, April 29, 2004 from 6-9 p.m. at Tepeyac Hall at Our Lady of Guadalupe Church. Training was provided via simultaneous dual PowerPoint presentations in Spanish and English. The workshop was well received attracting 41 individuals from 14 organizations that included auto body shops, auto dismantlers, and auto repair shops. Environmental Technology students from Southwestern Community College were also in attendance.



The entire staff of Cal Autobody of National City attended the workshop.

NASSCO donated a pizza dinner for the event. South West Marine, Inc. donated five \$10.00 Starbucks gift certificates and the Western Regional Pollution Prevention Network (WRPPN) donated five Pollution Prevention T-shirts for door prizes. Through our Region 9 Regional Administrator's Discretionary Funds Grant we purchased and provided each shop in attendance a hydrophobic mop bucket assembly.

A hydrophobic mop picks up oil only & provides for oil recycling in lieu of hazardous waste disposal.

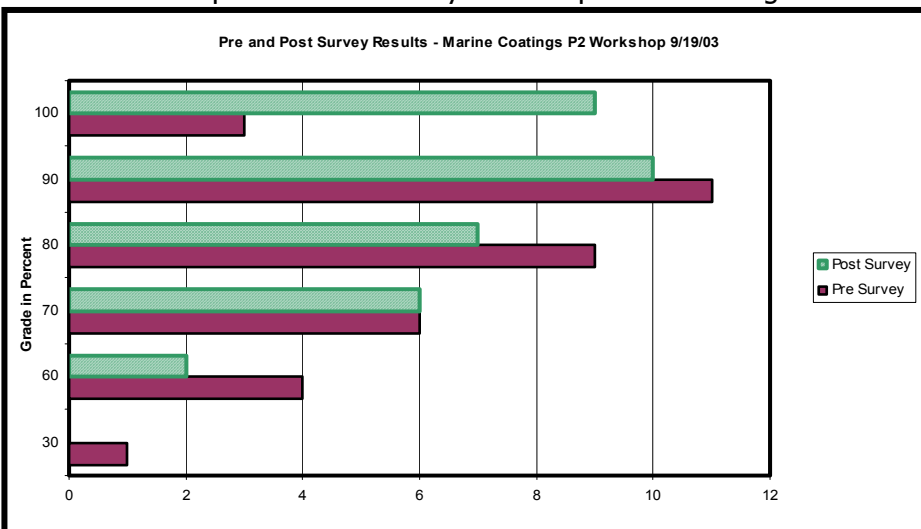
US EPA Small Business Ombudsman/Small Business Assistance Programs:

Task Force member, Angela Baranco presented during the 2004 US EPA National Conference of Small Business Ombudsman/Small Business Assistance Programs held June 2-5, 2004 in Sacramento. Angela's presentation, entitled "Compliance & P2 Assistance Barrio Logan Outcome Measurement" described the methods utilized by the task force for measuring the effectiveness of our P2 & compliance assistance automotive workshops.



Pollution Prevention (P2) Measurement Workshop for Southern California:

Our task force sponsored a full-day workshop on measuring Pollution Prevention & Compliance Assistance on June 7, 2004. Rochele Kadish, US EPA National Lead for Compliance Assistance Measurement from Washington DC conducted this training for the first time in Southern California. It was attended by 52 individuals representing businesses, non-profits and regulatory agencies from Los Angeles, Orange, San Bernardino, and San Diego Counties.



The San Diego County Air Pollution Control District & South West Marine, Inc. provided morning refreshments for the attendees. The Industrial

Environmental Association (IEA) sponsored lunch for the workshop and many IEA members were in attendance. Door prizes were donated by the San Diego Regional Household Hazardous Waste Partnership (4 - Pollution Prevention Kits); South West Marine Inc. (5 - \$10.00 Starbucks Gift Certificates); and the Western Regional Pollution Prevention Network (5 - Pollution Prevention T-shirts). Funding for Rochele's travel expenses was provided by Romel Pascual, Environmental Justice Program Manager & Enrique Manzanilla, Cross Media Division Director of US EPA Region 9.

Westside Business Forum, National City:

Background – At a meeting of the City Council of National City, community members raised concerns about high asthma rates & pollution exposure to residents, especially in the mixed-zoning area of the Westside which is defined as: National City Blvd to the 5-Fwy & 8th to 24th Streets. In response to the citizen concerns, the City formed a sub-committee to address these issues. A member of City staff contacted Robert Ludwig of the DTSC's Pollution Prevention program who recommended our task force as a means for providing local P2 assistance to businesses in an environmental justice community.



The City of National City hosted a Westside Business Forum on July 21, 2004 from 6-8 p.m. at the Martin Luther King Community Center. Forty-five individuals attended the event representing a wide variety of businesses and community groups that included the Environmental Health Coalition, Saint Anthony's Church, and the San Diego Organizing Project.

The purpose of this forum was to make the businesses aware of the resources available to keep them in compliance & prevent pollution. Ellen provided a presentation on the Dept. of Environmental Health (DEH), Hazardous Materials Division (HMD) and Kevin provided a presentation on the Air Pollution Control District (APCD). Additional resource presentations were made by the City's Building, Safety and Fire Depts.



Gabriella Hussong providing simultaneous translation.

In addition to the presentations, our task force set up display boards and handed out a variety of pollution prevention & compliance assistance materials from the APCD & DEH.

Upon viewing our displays, we were approached by the National City Chamber of Commerce, to participate in their annual Automotive Heritage Day.

Automotive Heritage Day, National City:

The task force co-hosted a booth at *Automotive Heritage Day* in National City on Sunday, August 1, 2004 with California Autobody & Frame of National City. There were approximately 200 classic autos on display at this community fair.

We were very successful in reaching out the community and to local automotive businesses, in particular to auto body painting operations. Fifty of the APCD's Auto Body Compliance Assistance "comic books" were distributed. Additionally, our participation and booth was announced over the public address system.



California Autobody & Frame of National City demonstrated the differences between conventional & HVLP (High Volume Low Pressure) spray equipment and explained their work with water-based coatings to businesses and community members in both English and Spanish at our joint booth.



Ricardo Hernandez of Cal Autobody & Frame explains the environmental benefits of HVLP spray painting equipment.



Sweetwater Union High School Environmental Wellness Fair, National City:

On Thursday, September 2, 2004 task force members Ellen & Kacey participated in this community outreach event to approximately 2,000 high school students in National City. The event featured more than 50 booths with representatives from throughout San Diego County.

The students participated in a "Booth Treasure Hunt" where they were given questions to answer. Our question on the quiz consisted of naming the five elements of a green business: (1) Environmental Compliance, (2) Pollution Prevention, (3) Water Conservation, (4) Energy Conservation, (5) Solid Waste Reduction.

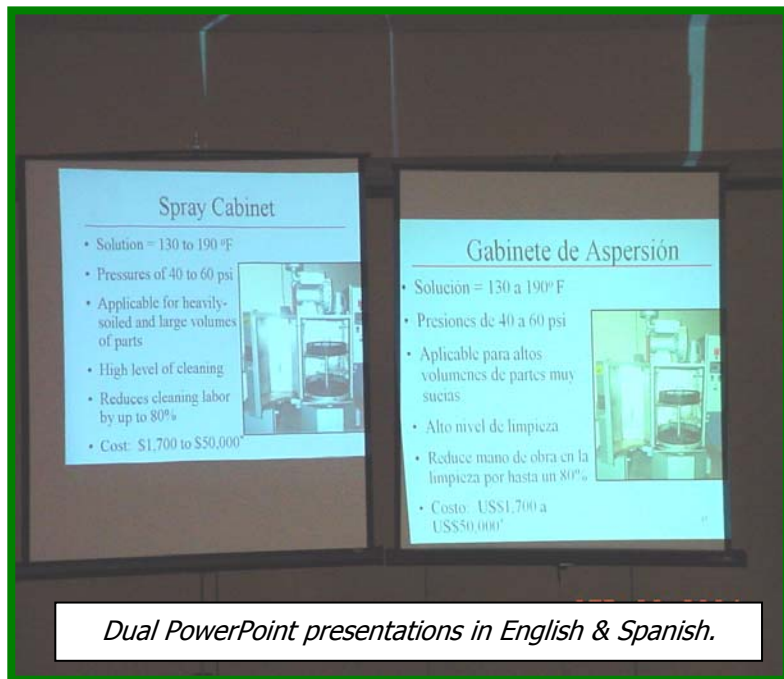


KariLyn Merlos & Ellen Schulte discuss the Negocio Verde Program with students & staff.

1ST of 4 Negocio Verde Automotive Workshops, National City:

On Thursday, September 30, 2004 from 5:30-8:00 p.m. the Negocio Verde Task Force conducted an *Automotive Pollution Prevention and Compliance Assistance Workshop* for 54 individuals representing automotive business, regulatory agencies, fleet vehicles, college students and community members. This was the 3rd free automotive P2 and compliance assistance workshop conducted by task force since September 2002.

The workshop was conducted at the *Martin Luther King Community Center* in National City. Presentations were displayed on dual PowerPoint screens in English & Spanish. The Negocio Verde Grant provided for on-site simultaneous translation and the *City of National City* provided us the use of their translation equipment.



A pizza dinner was hosted by *Greenwald's Autobody and Frameworks, Inc.* of National City. Participants were entered into a drawing for a variety of donated door prizes, as listed below:

- Two 55-Gallon Drums of Recycled Oil donated by The Solana Center.
- Four Hydrophobic Mop Bucket Assemblies donated by the Negocio Verde Task Force.
- Two tickets to the San Diego Automotive Museum donated by the ICBA.
- Two tickets to the AMC Movie Theaters donated by the ICBA.
- Five \$10.00 Gift Certificates to Starbucks donated by South West Marine, Inc.

WRPPN Conference - Western Region – Arizona, California, Hawaii, Nevada:

The Western Regional Pollution Prevention Network (WRPPN) representing the four western states & tribal



lands of Arizona, California, Hawaii, and Nevada held their annual conference in San Diego October 13-15, 2004. Kacey presented on Pollution

Prevention Marketing, which included the Task Force's outreach to small automotive businesses in Environmental Justice communities. Additional task force members that attended the conference were Vivian Bogue, Kevin Heiss, and Ellen Schulte.

Paula Forbis of the Environmental Health Coalition (EHC) and founding task force member presented at the Children's Health Track and also discussed our task force work in bilingual multi-media pollution prevention & compliance assistance to small businesses.



Vivian Bogue of Cuyamaca College, Ellen Schulte of San Diego County DEH-HMD, and Paula Forbis of EHC at our Negocio Verde Booth during the WRPPN Conference.

Ellen coordinated a special Auto Body Pollution Prevention (P2) Workshop for this conference in which, California Autobody & Frame, one of the companies that has attended two of our previous Automotive Workshops discussed their work with water-borne coatings and HVLP (High-Pressure, Low-Volume) spray equipment.



Ellen Schulte explains the Negocio Verde Program during the WRPPN Auto Body P2 Workshop.



Gabriel Hernandez, owner of Cal Autobody & Frame explains the environmental benefits of using HVLP vs. conventional spray paint equipment during the WRPPN Auto Body P2 Workshop.

Enviro Fair, Del Mar Fairgrounds:

Enviro Fair is a two-day event hosted by the 22nd District Agricultural Association and was held on November 5-6, 2004 at the Del Mar Fairgrounds. The event has been held for last five years and features speakers throughout the day, exhibitors with environmental friendly products and a recycled art exhibit. It is timed to be a kickoff event for America Recycles Day in mid-November.

Ellen & KariLyn Merlos of the DEH presented on our Task Force on Friday, November 5th during the Green Business session for businesses. In addition, our program materials in Spanish & English were made available to the public at a booth during both days of the fair.

Hispanic Business Fair & Expo, Southwestern College:

The Hispanic Small Business Conference was held on Friday, November 12, 2004 at Southwestern College. Our task force information was made available to the participants at a booth during this event.

KariLyn Merlos of San Diego County, Department of Environmental Health, Hazardous Materials Division who is bilingual was present at the booth to answer questions.



IEA & CMTA Annual Environmental Conference, San Diego:

The annual joint environmental conference of the Industrial Environmental Association (IEA) of San Diego and the California Manufacturers & Technology Association (CMTA) was held Dec 1-3, 2004 in Mission Valley. Kacey presented on *Pollution Prevention (P2) Marketing* that included our task force's work marketing pollution prevention to small businesses. Her presentation was part of the *Sustainability Track*.



Ellen also presented during a full-day Plating Workshop on Friday, of this conference. This workshop was an outreach to small plating business in San Diego County and was free to them. As an incentive for attending this workshop, the CUPA offered businesses that completed the entire course a free compliance inspection.

Of the 26 businesses invited, 19 attended and 16 of these businesses completed the entire 8-hour workshop.



Upcoming Events in Spring 2005:

The tentative dates & locations for our 3 remaining **Negocio Verde Automotive Workshops** under our current US EPA Educational Grant are:

- **Thursday, April 28th - Southwestern College, Chula Vista.***
- **Tuesday, May 3rd - Perkins Elementary School, Barrio Logan.****
- **Thursday, May 12th - Martin Luther King Community Center, National City.****

*The April 28th workshop is being conducted from 11:30 a.m. to 1:00 p.m. as part **Southwestern College's First Annual Environmental Technology Symposium**, and includes a free lunch for participants. This symposium was funded by a \$5,000 grant awarded to Southwestern College to promote environmental careers to women and minorities. This day long symposium runs from 9:00 a.m. to 3:00 p.m. at Southwestern College in Chula Vista. In addition, to hosting, the automotive workshop, several task force members will be discussing their environmental careers during the event. For additional information on this symposium, contact SWC CTECS at (619) 421-6700 ext. 5805 or REBRAC at (619) 440-2404.

**The two May Automotive Workshops will be conducted from 6-8 p.m. and we're planning on serving a free pizza dinner at 5:30 p.m. NASSCO is sponsoring the dinner for the May 3rd workshop in Barrio Logan. We are still looking for a dinner sponsor for the May 12th workshop. The cost for a pizza dinner is approx. \$300.00 and our grant does not cover food. Past food sponsors include: APCD, Greenwald's Autobody & Frameworks, IEA, NASSCO and Southwest Marine, Inc.

I-Love-A-Clean-San-Diego's 3^d Annual Earth Day Creek to Bay Cleanup is on Saturday, April 9th from 9 a.m. to 12 noon. NASSCO is again a sponsor and Kacey is a site captain for the Barrio Logan, Chollas Creek location at Harbor Drive. To participate in this cleanup, call Kacey at 619-544-7963.

